

TRIP REPORT

**IE&C CONFERENCE ACTIVITIES
IN THE RUSSIAN FEDERATION**

December 1995

 **BASICS**

IE&C CONFERENCE ACTIVITIES IN THE RUSSIAN FEDERATION

December 1995

Raisa Scriabine

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ACRONYMS

BASICS	Basic Support for Institutionalizing Child Survival
IE&C	Information, Education and Communication
MOH	Ministry of Health
NET	NIS Exchanges and Training Program
NGO	Non-Governmental Organization
NIS	Newly Independent States
USAID	United States Agency for International Development

I. EXECUTIVE SUMMARY

A conference focused on methodological and behavioral issues involved in public health campaign research, design and delivery was held in Moscow, October 2-4, 1995. The Russia-USA Joint Conference on Public Health Communication brought together more than 160 physicians from 64 oblasts of the Russian Federation. The conference highlighted U.S. approaches to public health communications and illustrated a wide range of U.S. domestic health campaigns focused on issues such as AIDS prevention, drunk driving, sudden infant death syndrome, hypertension, child immunization, and drug abuse prevention. The conference also addressed challenges of mass immunization of adults and focused specifically on optimizing information, education, and communication for diphtheria prevention and control in Russia.

On October 7, 1995, one-day conferences were held in both Voronezh and Novgorod to present U.S. methodologies and approaches to public health communication to oblast and raion physicians.

The three conferences served to focus the attention of public health decision makers and key physicians nationwide on the need to strengthen public health communication in Russia by developing audience-centered and research-driven approaches to message design and delivery. Participant reaction to the conferences was favorable and numerous requests were received for in-depth training from health education centers in many parts of Russia (as well as from Belarus).

The conferences were the first step in the implementation of BASICS's Proposed Plan of Action for IE&C and Systems Reform for Sustainable Immunization in the Russian Federation.

II. BACKGROUND

The Proposed Plan of Action for IE&C and Systems Reform for Sustainable Immunization in the Russian Federation was elaborated through a succession of visits by BASICS specialists to Moscow to engage in dialogue with Russian counterparts in the MOH and San-Epi. In March 1995, an initial visit to Moscow by a USAID Planning Team on IE&C and Systems Reform for Sustainable Immunization helped lay the groundwork for the elaboration of a joint program. Two BASICS technical specialists visited Moscow, Voronezh and Novgorod, from May 27 to June 10, 1995, to review and further develop the design for an IE&C and Systems Reform collaborative program with the MOH and San-Epi. The team also identified two possible oblasts — Voronezh and Novgorod — where IE&C and systems reform activities would be implemented to achieve maximum impact. A close working relationship was also reinforced with CDC for activities related to diphtheria control in these oblasts.

A subsequent visit to Moscow by a BASICS IE&C specialist August 5 to 11, 1995, led to further consolidation of the IE&C program component which was to include the following items.

1. Conferences on Approaches to Public Health Communication

MOH and San Epi agreed that the convening of a national level conference on public health communications methodologies would be the most expedient way to reach key public health personnel ("gatekeepers") throughout the country. The conference would focus on U.S. approaches to public health communication including methods that can be applied to foster behavior change to adopt healthier lifestyles. The conference would encourage physicians to apply new and more effective techniques to assist in information, education and communications efforts aimed at controlling diphtheria and other public health problems throughout the country. The national conference was to be followed by two oblast level conferences (Novgorod and Voronezh) which would present U.S. methodologies in public health communications to oblast and raion participants.

2. Training Activities for IE&C Capacity Building

Oblast Level Activities

The conferences were to be followed by a three-week combined formative research communications planning workshop which was to be held in each of the two selected oblasts. About 12 to 15 people were to be trained in each oblast in basic research and analysis skills. As part of the training, extensive first-hand research (focus groups and in-depth interviews) were to be conducted in various raions to determine the level of knowledge, attitudes and practices related to diphtheria control. Issues addressing the potential for systems reform for sustainable immunization (i.e., cold chain and contraindications) were to be included in the research design. Analysis of the research was to provide the foundation for the development of an oblast level communications strategy that would be completed during the third week of the oblast training workshop. Russian public health officials from both MOH and San-Epi would be engaged in the research materials design process prior to the training.

Upon conclusion of the oblast workshops, research results and oblast strategies were to be presented in Moscow to the MOH, San-Epi and USAID/Moscow. Russian participants would then begin to design and pretest materials for the implementation of the oblast level strategies. This would take approximately six to eight weeks. One US trainer would return to each oblast before December 15, 1995, to review materials and provide any needed technical assistance prior to launching the oblast level campaigns on or around January 8, 1996.

Training in the United States

The USAID Planning Team initially suggested a participant training component focused on public health communications. It was to include US visits by six to eight Russian health educators to the U.S. for up to three weeks to observe how IE&C campaigns are developed, managed, monitored, and evaluated on the federal and state levels. The participants would also observe the roles played by the private sector and advocacy groups. Such an activity, under the USAID-funded NIS Exchanges and Training (NET) project, was envisioned for February 1996.

Training in Formative Research and the Development of Communication Strategies

A two-week qualitative research training-of-trainers workshop was planned to be held in Moscow prior to the convening of the national level conference in October. This activity, however, was postponed at the request of the Federal Research Institute for Health Education and Health Promotion due to the burden of preparatory work that had to be performed to coordinate the October conference.

A four-week training and practice in formative research and strategy development had been planned for two oblasts, Novgorod and Voronezh. The data collected would lead to the development and implementation of an anti-diphtheria communication campaign.

III. ACTIVITIES

This report focuses on two sets of activities that took place in early October 1995, the national level conference and two oblast-level public health communications conferences held in Novgorod and Voronezh.

The Russia-U.S.A. Joint Conference on Public Health Communication

The Russia-U.S.A. Joint Conference on Public Health Communication took place October 2 to 4, 1995, in Moscow. It had been scheduled to be held at the Academy of the National Economy, but the first day's venue needed to be changed to the Penta Hotel because the Academy of the National Economy conference facility had to be made available for a senior Russian government official. On October 3 and 4, the conference continued as originally scheduled at the Academy.

Dr. Alan Hinman, Assistant Surgeon General of the United States, co-chaired the conference. The following staff attended from BASICS: Lyndon Brown; Robert Steinglass; Mark Rasmuson; Nancy Keith; and Raisa Scriabine and Paul Olkhovsky (BASICS consultants). In addition, Beverly Schwartz (Academy for Educational Development); John McGrath (National Heart, Lung, and Blood Institute); Donald Cady (Porter/Novelli); and Robert Porter (Porter/Novelli) also attended. The European presenters were: Dr. David Salisbury of the Department of Health of the United Kingdom, and Dr. Sieghart Dittmann of the World Health Organization. Also attending the conference were: Dr. Murray Trostle and Melody Trott of USAID/Washington and Terrence Tiffany, Jane Stanley and Natasha Voziianova of USAID/Moscow. Coordination for the conference was handled by Scott Melendez-Stewart (BASICS consultant) and Anne Clepper (BASICS/Moscow). Conference simultaneous interpretation was provided by George Pignasty, Yuri Bobrov, Andrei Dakar and Sergei Tsolin. Anya Retzker assisted with written translation.

The Russia-USA Joint Conference on Public Health Communication was attended by more than 160 physicians from 64 oblasts of the Russian Federation. A representative from Belarus also attended. BASICS mounted a poster display on the first day of the conference featuring selected samples from U.S. public health campaigns on issues such as: drug abuse, breast cancer, AIDS prevention, and child immunization. BASICS developed a Russian/English - English/Russian

glossary of public health communications terms prior to the conference and distributed it to all conference participants.

The conference was co-chaired on the U.S. side by Dr. Alan Hinman. Russian co-chairmen included Dr. N.N. Vaganov, Deputy Minister, Ministry of Health and Medical Industry, later replaced by Dr. G.A. Avvakumov, Ministry of Health, and Dr. Shestapavlov, State Committee for Sanitary-Epidemiological Surveillance. A conference agenda is attached as Appendix A.

The first day of the conference, the focus was on how both U.S. and Russian sides approach public health communications. Robert Porter presented an overview of U.S. approaches. John McGrath and Don Cady presented a case study of the 20 year experience in the U.S. with the hypertension campaign.

Russian presenters included an overview by Dr. Vladimir Polessky, Federal Research Institute for Health Education and Health Promotion, Ministry of Health and Medical Industry. Dr. Elena Dedukh, Dr. N.N. Shishkova, and Dr. N.A. Ruchkina from the Moscow Center for Health Education presented selected campaigns focused on sexual education for school children and adolescents, the federal program on immunization, and smoking cessation health education for youth. A group of Russian medical students presented short skits, songs and poems on a range of public health subjects including AIDS and smoking cessation.

Among the key points made on the first day were:

- Public health communication is an effective means of changing health behaviors of individuals and societies. It is capable of changing societal norms.
- Public health communication is just one component of an overall prevention program.
- It is important to identify target groups and the desired outcomes and then develop the appropriate approach to reach them. Health care providers are an important target group. Mass media is not the only approach.
- Public health communication is a group effort. Medical scientists must work with communication specialists and with members of the target population to develop effective messages and strategies.
- It is important to evaluate the effectiveness of public health communication.

On the second day of the conference, Mark Rasmuson, Robert Porter and Beverly Schwartz discussed the planning process in public health communication. John McGrath focused on optimum ways to mobilize decision makers, community leaders and opinion leaders as resources for public health. He pointed out that it is essential to involve decision makers, community leaders and opinion leaders in planning public health communication programs to win their influence and resources and avoid their becoming obstacles to the program. Raisa Scriabine discussed the media as a tool for communicating public health messages. She noted that the news

media is an especially important partner in public health communication programs. By cultivating their interest and providing them stories they can easily use, the cost of media coverage for public health communication can be reduced. Beverly Schwartz then presented a case study of how the media was used in the *America Responds to AIDS* campaign. Donald Cady discussed NGO and private sector partnerships that can strengthen public health communications efforts. He pointed out that private commercial sector also offers important partnership opportunities. Companies which sell drugs, soap and other health and consumer goods are often interested in supporting health communication programs related to their products for public relations or public service purposes.

During the later part of the second day, the conference focus shifted from communications methodologies to the challenges of mass immunization. Dr. David Salisbury discussed the mass immunization and communications campaign in 1994 to eliminate measles in the United Kingdom. Dr. Alan Hinman addressed challenges in immunizing adults. Raisa Scriabine discussed social mobilization for mass immunization. She noted that social mobilization is a special form of public health communication in which many different organizations work together to accomplish a short-term objective. Social mobilization has proven especially successful in achieving the goals of special immunization campaigns. Robert Steinglass spoke on service delivery issues.

Among the key points made on the second day were:

- Planning public health communication is a continuous process. Assessment leads to development of a plan which is then pre-tested prior to implementation and then evaluation, which helps to guide revising the plan.
- Many techniques are available and important for public health communication. This conference is focusing on the use of mass media, partly because of the specific problem of diphtheria which requires mass action and thus is suited to mass media approaches. Physicians are another important means of communication but many physicians are not effective communicators. School health education is another important approach of proven effectiveness in affecting adoption and maintenance of healthy behaviors.
- It is essential to involve decision makers, community leaders, opinion leaders, non-governmental organizations, and the media themselves in public health communication from the beginning for a number of reasons. For example:
 1. Each represents a potential obstacle to achievement of desired outcomes;
 2. Each is a target audience for approaches to change knowledge and behavior;
 3. Each can be an important partner in carrying out the communication;
 4. Each represents a potential multiplier of resources, whether physical, financial or human.

- Social mobilization is a special form of public health communication in which many segments of society work together in a coordinated fashion to achieve a common goal, which is usually a short-term goal.
- Many significant barriers to immunization can be overcome by public health communication. Other barriers may require other tactics, such as incentives or administrative changes such as additional clinic hours or additional clinic sites.

It was concluded that public health communication can play a significant role in overcoming barriers to immunization and increasing immunization coverage. Some barriers to immunization will require other types of interventions including changes in immunization policy and practices, and incentives for physician compliance. It was also noted that public health communication does not replace or exclude other important forms of health education. Health education in schools continues to play a vital role in teaching lifelong healthy behaviors to youth. Physicians and other health workers are also an important source of health information whose communication skills should be strengthened.

The third day of the conference addressed the role of communication in diphtheria control in Russia. An epidemiological perspective of diphtheria in Russia was presented by Dr. N.Y. Zhilina of the State Committee for Sanitary-Epidemiological Surveillance and Dr. I.M. Tymchakovskaya of the Ministry of Health and Medical Industry. Dr. S.P. Brezgalov of the Vladimir Sanitary Epidemiological Station presented the epidemiological profile and control of diphtheria in the Vladimir Oblast.

The global perspective on diphtheria control was presented by Dr. Sieghart Dittmann of the World Health Organization. Dr. T.F. Bogun, Ministry of Health and Medical Industry, and Dr. E.L. Dedukh, Moscow Center for Health Education, discussed experiences where IE&C was used for diphtheria control.

Among the key points made on the third day were:

- The current epidemic of diphtheria requires concerted action by all components of the health sector.
- The technical basis to combat the epidemic is well developed and agreed upon.
- One of the major problems now is to effectively use public health communication to enable implementation of these specific measures. The communications challenges posed at the beginning of the conference remain relevant:
 1. Increase public awareness and knowledge about diphtheria.
 2. Increase public demand for diphtheria immunization.
 3. Increase health and provider awareness of diphtheria and the means to combat it.

4. Increase health care provider willingness to take appropriate action.
- It is essential to evaluate the impact of the approaches used to learn for future efforts and avoid making the same mistakes twice.

Following general discussion, joint resolutions were developed and presented at the conference. Resolutions called for continuing collaboration in public health communication including the joint publication of the proceedings of the conference. A full translation of the resolutions is provided as Appendix B.

The conference successfully achieved its objective of introducing key Russian public health personnel to U.S. methodologies in public health communication. Very significant interest in U.S. methodological approaches was expressed by Russian participants including specific requests for training and collaboration received from representatives from: Rostov-on-Don, Ekaterinburg, Chelyabinsk, Novosibirsk, Smolensk, Volgograd, and Ulan Ude. Contacts for those interested in collaboration are attached as Appendix C.

The conference attracted significant media attention. Paul Olkhovsky served as media coordinator for the national conference. A press release was issued (Appendix D) that resulted in significant media coverage. Journalists present included: ECHO Moscow TV (2x2); the newspaper, *Meditsinskaya gazetta*; Interfax (news agency); and television and print reporters from *Medicine for You* (a health communications unit affiliated with the MOH).

Oblast Level Public Health Communications Conferences

Drs. Alan Hinman, Sieghart Dittmann and David Salisbury returned to their respective countries following the National Conference and the remaining U.S. participants split into two teams to conduct one-day conferences in both Voronezh and Novgorod on October 7, 1995. The Novgorod team included Robert Porter, Raisa Scriabine and John McGrath. Lyndon Brown (BASICS) and Natasha Vozianova (USAID/Moscow) accompanied the Novgorod team and Anne Clepper facilitated. Robert Steinglass (BASICS) joined the Novgorod team at the conference. Presenters on the Voronezh team included: Mark Rasmuson, Beverly Schwartz, Don Cady, and Paul Olkhovsky. Scott Melendez-Stewart served as facilitator for the Voronezh team. Two interpreters accompanied each team.

Novgorod

In Novgorod, the BASICS team was received by Dr. Boris Fishman, of the Ministry of Health office in Novgorod, and Dr. Valery Pianikh, Head of the Department of Epidemiology, Center for Sanitary-Epidemiological Surveillance. Prior to the conference, participants met with city representatives including Dr. Valery Medic, Chief Medical Officer, Novgorod Oblast, and with representatives of the University of Novgorod, to review curriculum related to public health and health education.

The Novgorod conference was chaired by Nina Fyodorova, Deputy Head of the Regional Administration, who spoke about the efficacy of public health communication and its potential cost savings. Over 65 participants attended the conference. Novgorod officials, including Boris Fishman, expressed interest in reviewing U.S. sample public service announcements (translated into Russian by BASICS) for possible presentation on local television. Local television covered the conference, and interviews were conducted with Robert Porter, John McGrath and Raisa Scriabine. The Novgorod Conference Agenda is attached as Appendix E.

Voronezh

Part of the U.S. delegation from the Moscow Joint Conference on Public Health Communications arrived in Voronezh on October 6, 1995, and were hosted by Dr. Irina Samoilyuk, Head of the Voronezh Regional Prophylaxis Centre. The delegation was also accompanied by Dr. Vladimir Polessky, Director of the Federal Research Institute for Health Education and Health Promotion in Moscow.

The same day, the U.S. team participated in the opening of a new preventive medicine center in the city of Voronezh. The center had been under construction for over a year.

On October 7, 1995, an all-day continuation of the Moscow Conference was held at the Main Voronezh Oblast Medical Facility and over 100 oblast physicians and epidemiologists attended. The American discussants reviewed public health communication approaches in the United States. Materials presented included case studies, public health communication methodology and communication strategies. An open discussion followed the presentation. Russian participants described their perspectives. The Voronezh Conference Agenda is attached as Appendix F.

Qualitative Research and Strategy Development

The preparation for the qualitative research/strategy development component of the program had taken place in the U.S. prior to arrival in Russia. Russian qualitative researchers were hired and planning was initiated. Two American lead trainers prepared a draft qualitative research training module, identified potential audiences, messages and strategies (using available on the health system and the diphtheria epidemic) and outlined tentative research design concepts for data collection instruments and possible strategy directions.

Preliminary visits to the oblasts were planned to work with oblast personnel to understand, plan, design, and develop instruments for the qualitative research. Meetings were arranged with national level MOH representatives to develop understanding of qualitative research and go over materials requested by the MOH and developed by Nancy Keith in preparation.

This component of the BASICS strategy was canceled on the last day of the Moscow conference, due to new priorities on the part of the mission and USAID Washington. As a result, there was only two days of work with the Russian counterparts. The last three days were spent designing and proposing alternative plans based on available information.

Other Activities

A number of other meetings were conducted during the national and local level conferences. Planning meetings were held with USAID's representatives Murray Trostle and Melody Trott. It was decided to postpone the originally programmed qualitative research training exercise in favor of a strategic program review which BASICS would conclude within a six-week time frame.

Lyndon Brown and Raisa Scriabine had opportunities to meet after the conferences with representatives of MOH (Vladimir Polessky and Natalia Barsukova) and with San Epi (Alexander Savinykh and Arkady Yasinsky) to discuss future programmatic content. They were joined by Natasha Voziianova of USAID/Moscow. Lyndon Brown and Raisa Scriabine met with USAID/Moscow (Natasha Voziianova and Jane Stanley) prior to departure from Moscow.

Raisa Scriabine also met with representatives of *Medicine for You* (Nikolai Ignatov and Svetlana Dzevahashvili) to discuss their potential interest in collaboration with BASICS. Ignatov noted the importance of also involving the federal health insurance organization. The dialogue opened with *Medicine for You*, which represents the press offices of both the MOH and San Epi and produces a wide range of radio, television and printed materials, will continue in subsequent meetings in Moscow.

APPENDICES

APPENDIX A

National Conference Agenda

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Russia-U.S.A. Joint Conference on Public Health Communication
2-4 October 1995
Academy of the National Economy, Moscow, Russia
Moscow Olympic Penta Renaissance Hotel

2 October 1995

Day One: Approaches to Public Health Communication

- 08:15 - 09:30 **Breakfast & Registration, Moscow Olympic Penta Renaissance Hotel**
- 09:30 - 10:00 **Welcome:**
Deputy Minister, Dr. N.N. Vaganov (Ministry of Health and Medical Industry)
First Deputy Chairman, Dr. S.V. Semenov (State Committee for Sanitary-Epidemiological Surveillance)
Dr. Terrance Tiffany (U.S. Agency for International Development)
- 10:00 - 10:30 **Introductory Remarks - U.S. Co-Chairman - Dr. Alan Hinman (Assistant Surgeon General of the United States)**
- Introductory Remarks - Russian Co-Chairmen - Dr. S.V. Semenov (State Committee for Sanitary-Epidemiological Surveillance);**
 Dr. G.A. Avvakumov (Ministry of Health and Medical Industry)
 Administrative Matters - Ms. Raisa Scriabine (BASICS)
- 10:30 - 11:15 **Introduction to Public Health Communication in the U.S. - Dr. Robert Porter (Porter/Novelli)**
- 11:15 - 11:45 **Coffee**
- 11:45 - 12:15 **Case Study: A Twenty Year Retrospective (Hypertension) Perspective from the Medical Community - Mr. John McGrath (National Heart, Lung, and Blood Institute)**
- 12:15 - 12:45 **Public Education Perspective - Mr. Donald Cady (Porter/Novelli)**
- 12:45 - 13:45 **Lunch**
- 13:45 - 14:15 **Commentary and Discussion**
- 14:15 - 14:30 **Summation - Dr. Mark Rasmuson (BASICS)**

14:30 - 15:00	Approaches to Public Health Communication in Russia - Dr. V.A. Polesski (Federal Research Institute for Health Education and Health Promotion)
15:00 - 15:30	Coffee
15:30 - 16:45	Presentation of Selected Public Health Campaigns: Health Education in the Implementation of the Federal Pilot Program on Immunization - Dr. E.L. Dedukh (Moscow Center for Health Education); Sexual Education for School Children and Adolescents - Dr. N.N Shishkova (Moscow Center for Health Education); Smoking Cessation Health Education for Youth - Dr. N.A. Ruchkina (Moscow Center for Health Education).
16:45 - 17:15	Commentary and Discussion
17:15 - 17:30	Summation & Key Points
18:00	Reception

3 October 1995

Day Two: Planning Public Health Communication

07:30 - 08:30 **Breakfast & Coffee at the Russian Academy**

09:00 - 10:30 **Planning Public Health Communication** - Dr. Mark Rasmuson (BASICS); Dr. Robert Porter (Porter/Novelli); Ms. Beverly Schwartz (Academy for Educational Development)

10:30 - 11:00 **Mobilizing Resources (Panel)**

- **Involving Decision Makers, Community Leaders, and Opinion Leaders** - Mr. John McGrath (National Heart, Lung, and Blood Institute)
- **News Media** - Ms. Raisa Scriabine (BASICS); Ms. Beverly Schwartz (Academy for Educational Development)

11:00 - 11:30 **Coffee**

Mobilizing Resources (Panel) Continued

11:30 - 12:00 ● **NGO and Private Sector Partnerships** - Mr. Donald Cady (Porter/Novelli); Mr. John McGrath (National Heart, Lung, and Blood Institute)

12:00 - 12:30 **Commentary and Discussion**

12:30 - 12:45 **Summation and Key Points** - Dr. Mark Rasmuson (BASICS)

12:45 - 14:15 **Lunch**

14:15 - 15:00 **Elimination of Measles in the United Kingdom by a Mass Immunization and Communications Campaign in 1994** - Dr. David Salisbury (Department of Health, U.K.)

15:00 - 15:45 **Challenges in Immunization -**

- **Immunizing Adults** - Dr. Alan Hinman (Assistant Surgeon General of the United States)
- **Overcoming Barriers to Immunization** - Dr. David Salisbury (Department of Health, U.K.)

15:45 - 16:15 **Coffee**

- 16:15 - 17:00 **Challenges in Immunization (Continued)**
- **Social Mobilization** - Ms. Raisa Scriabine (BASICS)
 - **Issues Related to Service Delivery** - Dr. Robert Steinglass (BASICS)
- 17:00 - 17:30 **Commentary and Discussion**
- 17:30- 18:00 **Summation:** Co-Chairmen
- 18:00 **Buffet**

4 October 1995

Day Three: The Role of Communication in Diphtheria Control in Russia

- | | |
|---------------|--|
| 07:30 - 08:30 | Breakfast & Coffee at the Russian Academy |
| 09:00 - 10:00 | Diphtheria in Russia: The Epidemiological Perspective - Dr. N.Y. Zhilina (State Committee for Sanitary-Epidemiological Surveillance); Dr. I.M. Tymchakovskaya (Ministry of Health and Medical Industry) |
| 10:00 - 10:30 | Epidemiologic Profile and Control of Diphtheria in the Vladimir Oblast - Dr. S.P. Brezgalov (Vladimir SES) |
| 10:30 - 11:00 | Coffee |
| 11:00 - 11:30 | Global Perspective on Diphtheria Control - Dr. Sieghart Dittmann (World Health Organization/EURO) |
| 11:30 - 12:30 | Experience Using IE&C for Diphtheria Control -
Dr. T.F. Bogun (Ministry of Health and Medical Industry)
Dr. E.L. Dedukh (Moscow Center for Health Education)
Oblast Perspective |
| 12:30 - 14:00 | Lunch |
| 14:00 - 16:00 | Commentary and Discussions: Lessons Learned and Next Steps |
| 16:00 - 16:30 | Joint Conclusion and Presentation of Conference Resolutions |
| 17:00 | Reception |

APPENDIX B

Conference Resolutions

RESOLUTIONS

**Russia-USA Joint Conference on Public Health Communication
Moscow, Russia, 2 - 4 October 1995**

Participants in the joint Russian-USA conference, aware of their responsibility for maintaining the health of the populations in our respective countries and acknowledging the key role played by health education and one of its important components -- informing the population about health issues -- in achieving an acceptable level of health, have concluded that all needed measures should be taken to expand joint activities through projects to be implemented under the aegis of the U.S. Agency for International Development (BASICS and other projects). In order to do this, the following steps will be taken:

1. Disseminate and use widely modern communications methodologies and approaches in the field of public health with the goal of strengthening health, lowering premature mortality rates, and preventing disease, including such infectious diseases as diphtheria and others.
2. Conduct preliminary work to create an Interagency Coordinating Council for Health Education and Communication of the Russian Federation on the Presidential level.
3. Recommend to the Ministry of Health of the Russian Federation to undertake organizational efforts to strengthen the service related to forming healthy live styles and the Centers for Preventive Medicine and to elevate the status of its specialists within the health sector.
4. Prepare a broader project to develop a glossary on public health communication and education and ensure its accessibility to specialists.
5. Provide for the training of eight Russian participants in the United States in public health communications methodologies and techniques and their practical application.
6. Provide training under the BASICS project for specialists in the development and implementation of communications programs for the control of diphtheria in model areas such as Voronezh, Novgorod and others.
7. Examine the possibility of conducting a joint conference in 1996 on the results of work conducted for diphtheria control in model areas using new communications approaches.
8. Jointly publish the materials of the First Joint Conference on Public Health Communication with dissemination of materials to all Centers of the State Committee for Sanitary and Epidemiological Surveillance and all Centers of Preventive Medicine.

APPENDIX C
Organizations/Contacts Interested in Collaboration

Organizations/Contacts Interested in Continued Collaboration:

Chelyabinsk

Lenikhova, Dr. Elena Ivanovna
Chief Physician
City Center for Preventive Medicine
ul. Karla Marksa Dom 48
454000 Chelyabinsk
Tel: 7 (3512) 33-09-12
7 (3512) 33-30-21

Home address:
ul. Rozhdestvenskogo Dom 9, Kv. 20
454007 Chelyabinsk

Novgorod

Silivra, Dr. Vera Animovna
(interested in qualitative research training)
Oblast Center GSZH
ul. Radistov 14
173002 Novgorod

Novosibirsk

Kostiukhin, Victor Vladimirovich
Deputy Director of the MEDINFORM
agency
ul. Semi Shamshinikh, 46 B
63016 Novosibirsk 16
Tel: 7 (3832) 11-01-91
7 (3832) 11-01-59
7 (3832) 24-84-61

(Has capacity for strong media efforts
including radio, television and print

including regular radio broadcasts on health
issues and columns on health in local
newspapers. There is also a local newspaper
on preventive medicine "Siberian Health
Today" which is circulated in 19 regions of
western and eastern Siberia)

Volgograd

Zakatalov, Dr. Valery Aleksandrovich
Chief Physician
Oblast Center for Preventive Medicine
ul. Polituka Timofeeva 5
400081 Volgograd
Tel: 7 (8442) 30-69-97
7 (8442) 30-57-25

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ul. Turgeneva 16-51
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Gomel (Belarus)

Sharshakova, Dr. Tamara Mikhailovna
Chief Physician
Oblast Health Information Center
ul. Pervomaiskaia 23
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Home address:
ul. Sbiridova Dom 1, Kv. 54
246045 Gomel
Tel: 375 (232) 51-22-12

APPENDIX D
Press Release

PRESS RELEASE

Russia-USA Joint Conference on Public Health Communication

The first Russia-USA Joint Conference on Public Health Communication is being held at the Academy of the National Economy, in Moscow 2-4 October. The purpose of this conference is to examine and improve each country's experience in using public health communication as a tool in their respective health care systems. Topics include: approaches to public health communication, selected public health campaigns, and focus on diphtheria control. The conference will be co-chaired by Russian Federation First Deputy Minister of Health Dr. A.D. Tsaregorodtsev and Assistant Surgeon General of the United States Dr. Alan Hinman. The conference is jointly sponsored by the Russian Federation Ministry of Health, the State Committee for Sanitary- Epidemiological Surveillance, and the United States Agency for International Development.

Location:

Academy of the National Economy, 82 Vernadsky Prospekt (The first teaching building)

Metro: Ugo-Zapadnaya

Contact: Journalists interested in attending should call Paul Olkhovsky 232-00-78 or 931-9000, room 673.

APPENDIX E
Novgorod Conference Agenda

**Russia-U.S.A. Joint Conference on Public Health Communications
Novgorod, 7 October 1995**

09:30	Coffee
10:00 - 10:15	Welcome
10:15 - 10:45	National Conference Summation - Ms. Raisa Scriabine (BASICS) Presentation of Joint Resolution from the Russia-USA Joint Conference on Public Health Communication - Novgorod Conference Participants
10:45 - 11:15	Introduction to Public Health Communications in the United States - Dr. Robert Porter (Vice President, Porter/Novelli)
11:15- 11:45	Coffee
11:45 - 12:45	Case Study of a U.S. Campaign: Hypertension - Mr. John McGrath (Mass Media Team Leader, National Heart, Lung, and Blood Institute)
12:45 - 13:15	Planning Public Health Communication - Dr. Robert Porter
13:30 - 15:00	Lunch
15:00 - 15:30	Mobilizing Resources for Campaign Implementation - NGOs and Decision Makers - Mr. John McGrath Social Mobilization & News Media - Ms. Raisa Scriabine
15:30 - 16:00	Coffee
16:30 - 17:00	Epidemiology and Control of Diphtheria in Novgorod
17:00 - 17:30	Russian Round Table: Optimizing Diphtheria Control in Novgorod Through Information, Education and Communication
17:30 - 18:00	Open Discussion
18:00 - 18:15	Summation and Conclusion
18:30	Reception

Novgorod Conference Participants

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- 2) Igor Goussakov

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APPENDIX F
Voronezh Conference Agenda

**Russia-U.S.A. Joint Conference on Public Health Communications
Voronezh, 7 October 1995**

08:30	Coffee
09:00 - 09:15	Welcome
09:15 - 09:45	National Conference Summation - Dr. Mark Rasmuson (BASICS) Presentation of Joint Resolution from the Joint Conference on Public Health Communication - Voronezh Conference Participants
09:45 - 10:30	Introduction to Public Health Communications in the United States - Dr. Mark Rasmuson
10:30 - 11:00	Coffee
11:00 - 12:00	Case Study of a U.S. Campaign: Hypertension - Mr. Don Cady (Executive Vice President, Porter/Novelli)
12:00 - 12:30	Planning Public Health Communication - Ms. Beverly Schwartz (Academy for Educational Development)
12:30 - 14:00	Lunch
14:00 - 15:00	Mobilizing Resources for Campaign Implementation - NGOs and Decision Makers - Mr. Don Cady Social Mobilization & News Media - Mr. Paul Olkhovsky (BASICS); Beverly Schwartz (Academy for Educational Development)
15:00 - 15:30	Coffee
15:30 - 16:00	Epidemiology and Control of Diphtheria in Voronezh
16:00 - 17:00	Russian Round Table: Optimizing Diphtheria Control in Voronezh Through Information, Education and Communication
17:00 - 17:30	Open Discussion
17:30 - 17:45	Summation and Conclusion
18:00	Reception

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